



THE CITY OF SANTA FE
ARTS COMMISSION

CITY OF SANTA FE

REQUEST FOR QUALIFICATIONS # '16/13/RFQ

Category A of Lodgers' Tax for the Arts

for projects taking place between August 2016 and June 30, 2017

Application Deadline: June 28, 2016 @ 5:00 PM MST

Lodgers' Tax for the Arts

Funding for this program is authorized by the City of Santa Fe Ordinance No. 1987-45, which earmarks a portion of the Lodgers' Tax for the "promotion and advertising of nonprofit attractions and nonprofit performing arts in Santa Fe." NMSA "Lodgers' Tax Act" (3-38-21) authorizes a municipality to use tax proceeds to defray costs of advertising, publicizing and promoting tourism attractions within the area. Therefore, **eligible organizations must play a role in promoting tourism and apply the funding received primarily towards the project's promotional, advertising and marketing costs.** All projects must take place between July 1, 2016 and June 30, 2017. Organizations may apply for funding through only one Arts Commission category.

Eligibility

Organizational Eligibility Potential applicants should carefully review the follow requirements to determine their eligibility. Applicant organizations must:

- Only Santa Fe-based organizations whose mission includes the arts will be funded.
- Be a federally recognized nonprofit with an IRS 501(c)3 status; OR a public agency (as defined in NMSA Section 11-1-1 or any county, state or education institution specified in Article 12, Section 11 of the NM Constitution).
- Have a State of New Mexico Incorporation Certificate as a domestic or foreign nonprofit corporation and be in good standing with the State.
- Organizations must have a current City of Santa Fe business registration number.
- Annual organizational operating budget under \$200,000 during the most recently completed fiscal year.

City of Santa Fe-operated programs are not eligible. Organizations who do not meet the above requirements may apply through a fiscal agent. As an organization, the fiscal agent must meet all eligibility requirements.

Project Eligibility

- Projects must take place in the northern portion of Santa Fe county (i.e. Madrid/ Galisteo to northern boundary of county)
- Up to \$5,000 request.
- Must support the presentation of artistic content to the public (i.e. performances, productions, exhibitions, art markets, fairs and festivals (i.e. indoor or outdoor community celebrations of the arts), and workshops or conferences); funds cannot support ancillary, non-arts program.
- Contract amount must be dollar-for-dollar in any mix of cash or in-kind

What We Cannot Fund

The Arts Commission cannot fund certain projects and project elements.

These include: Demonstration and master classes; Scholarships and fellowships; Closed subscription series; Projects which are part of a post-secondary academic degree program; Awards (ribbons, trophies, prizes, etc.); Deficits and debt reduction (including finance charges, loan fees, etc.); Meals, catering, lodging or transportation; Capital expenses (including the purchase of equipment or real property, labor or materials costs for renovations, remodeling or new construction, etc.); Tuition assistance for college, university or other post-secondary formal course work; Fund-raising (events, personnel, merchandise, invitations, etc.)

In many instances, the larger project budget or organizational budget may include some of these elements; however, Arts Commission funds cannot be applied toward these costs.

SCOPE OF SERVICES

Organizations who receive contracts for funding shall provide the following services to the City:

- Advertise, publicize and promote Santa Fe as an arts center through presentation and production of the project described in the application.
- Promote and advertise nonprofit attractions and nonprofit performing arts in Santa Fe through the presentation and production of the project.
- Market and promote the project through media coverage and placements.
- Promote and market the City by utilizing the City's Arts Commission's logo and credit line on all printed promotional material related to the project.
- Encourage the cultural development of Santa Fe by maintaining high standards of artistic excellence as demonstrated by an ongoing series of performances, exhibitions and/or services.
- Demonstrate administrative competency through planning, quality programming and realistic budgeting.
- Provide a final report to the City providing statistical and demographic information about audience attendance and the results of the project.
- Provide a report to the City of the results of the advertising project.

CONTRACT AMOUNT AND REQUIREMENTS

Organizations may request up to \$10,000 inclusive of GRT. The City reserves the right to award multiple contacts under this RFQ. Organizations receiving funding must comply with the following requirements. Potential applicants should carefully read through the requirements below to ensure they would be able to meet them if funded.

Matching Funds Organizations must match the contract amount dollar-for-dollar in cash. Funds from other City of Santa Fe sources cannot be used as a match for Arts Commission funds.

Credit Line and Logo All organizations funded by the Arts Commission must display the Arts Commission's credit line logo on all printed and digital publicity, promotional and program materials related to the project. Failure to include the logo can result in the termination of the contract and the revocation of funding.

Reporting Organizations will be required to provide statistical and demographic information about the project as well as qualitative assessment of the program. Ten percent of the total funding award will be withheld until acceptance of the final report by the Arts Commission. Organizations are required to submit reports online through CultureGrants at <http://santafenm.culturegrants.org>.

There are no exceptions to the reporting requirements. Failure to submit acceptable reports by the deadline will render an organization ineligible to apply for Arts Commission funding for a period of five (5) years from the due date of the report.

Evaluation Organizations will be asked to provide a limited number of performance/event tickets to the Arts Commission for the purpose of evaluation and/or familiarity with the project.

Financial Records Separate financial records related to the funded project must be maintained by the organization. These records must be kept on file during the contract period and for a minimum of three fiscal years after the end of the contract. They are subject to local, state, and federal audits at any time.

Payment Requests Payment is made after services are rendered. Partial payments may be requested. Staff reviews all requests before payments are made. Ten percent of the total contract amount is withheld until the project is completed and required reports have been submitted and approved.

EVALUATION AND CRITERIA

The Arts Commission staff reviews all applications for eligibility and completeness. Then a Review Panel consisting of Arts Commissioners will review all eligible applications. All reviewers' scores are added together and then divided by the number of reviewers scoring the application. This score is then multiplied by 10. A minimum combined score of 70 points is necessary to be considered for funding in any category. Receiving the minimum score does not guarantee receipt of funding. Using the scores and rankings as a guide, the Arts Commission makes funding recommendations. These recommendations are then forwarded to the appropriate bodies for approval. All awards are based on the availability of tax dollars and funding.

Criteria

All applications are reviewed based on an established set of criteria. The criteria are weighted equally, based on a scale of 1 (low) to 5 (high).

50% Evidence of potential attraction tourists

As demonstrated by:

- Estimated size, diversity and geographic location of the audience
- Feasible promotion and marketing plan; quality of marketing and promotional materials
- Strategic partnerships/collaborations to increase marketing/promotion reach
- Capacity to collect demographic information

50% Standards of artistic excellence and administrative capability

As demonstrated by:

- Quality of artistic samples submitted
- Ability to foster the creation, production, presentation and awareness of the arts in Santa Fe, including educational, outreach and/or economic benefits
- Qualifications/backgrounds of artistic & administrative personnel
- Accuracy of the application materials; realistic project budget; financial stability

SUBMITTAL REQUIREMENTS

All applications are completed online through <http://santafenm.culturegrants.org/>. Please note that the Arts Commission is not responsible for compatibility issues due to operating systems, platforms, programs or program versions.

Online submittals include:

- Applicant Information
- Narrative
- Promotion/Marketing Plan
- Financial Information/Project Budget
- Support Material: Bios, Board List, IRS Exemption Letter, Incorporation Certificate, IRS Form 990, Artistic Samples, Other Samples

SCHEDULE

RFQ Issuance	June 3, 2016
Deadline	June 28, 2016 @ 5 PM via GoGrants
Review Meeting	July 27, 2016
Arts Commission Request for Approval	August 8, 2016
Contract Period	August 2016 to June 30, 2017

QUESTIONS

Please contact John Tennyson, Program Planner at 505-955-6707 or via email at jmtennyson@santafenm.gov.